**Instructions:**

**Use the links on the class wiki to find information that Nielson provides for the following questions.**

What is Nielsen Segmentation?

[Who are my best customers?](http://www.claritas.com/MyBestSegments/Default.jsp?ID=101&menuOption=learnmore)

[What are my best customers like?](http://www.claritas.com/MyBestSegments/Default.jsp?ID=102&menuOption=learnmore)

[Where can I find my best customers?](http://www.claritas.com/MyBestSegments/Default.jsp?ID=103&menuOption=learnmore)

[How can I reach my best customers?](http://www.claritas.com/MyBestSegments/Default.jsp?ID=104&menuOption=learnmore)